



ANIMAL CHARITY
EVALUATORS

Recommended Charity Fund

July 2018
Update

In January, thanks to your generous support of our Recommended Charity Fund, ACE was able to distribute \$1,261,846 to our Top Charities and Standout Charities. Since then, these charities have been hard at work investing your donations in effective advocacy for animals.

We asked them to provide us with an update on how they used their grants over the past six months, which we have summarized for you in this report. They were all proud to share their significant achievements with us, which we are excited to report to you—because you made them possible. With your continued support of our Recommended Charity Fund, we can do even more to reduce animal suffering.

Animal Equality

\$397,481 Grant



Animal Equality invested approximately \$100,000 to expand its investigations, legislative work, and educational programs in Mexico. Jumping on the country's commitment to reduce its greenhouse gas emissions by 2030 and combat obesity, Animal Equality launched its Mexican Food Policy program and *Love Veg Mexico*. The Food Policy program works with institutions to increase the availability of healthy plant-based products, while *Love Veg* features Mexican vegan celebrities, informational blog posts, plant-based versions of traditional Mexican meals, and tips to transition to a plant-based diet.

In Germany, Animal Equality invested about \$9,000 to host a three-day investigations summit. Investigators from animal protection groups representing 13 countries met to share and build their skills through seminars, roundtable discussions, and technical workshops.

In the United States, Animal Equality invested approximately \$165,000 in its first-ever U.S. corporate campaign against one of the most iconic restaurants in history: McDonald's. This included the hiring of a Corporate Outreach Manager and Coordinator. In California, they contributed \$35,000 to the successful Prevent Cruelty California coalition to get a proposition on the November 2018 ballot to upgrade laws relating to the extreme confinement of farm animals.

Lastly, Animal Equality is investing approximately \$60,000 in a direct marketing campaign to build a network of committed supporters who will help to sustain these programs for years to come.

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The Good Food Institute

\$321,771 Grant

The support of donors to ACE's Recommended Charity Fund powered the ongoing robust programmatic growth and organizational capacity building of The Good Food Institute (GFI) between February and June 2018. The grant was invested equally among GFI's Science & Technology, Innovation, Policy, Corporate Engagement, and International Engagement programs.

GFI hosted forums focused on plant-based and clean meat at the Stanford School of Business, the Kellogg School of Management, and the Wharton School, with moderators from *The Wall Street Journal*, *The Guardian*, and *The Philadelphia Enquirer*, and with participants including Memphis Meats, Kraft Heinz (Boca brand), Clara Foods, JUST, and Tyson Foods.

In collaboration with the USA Dry Pea & Lentil Council and American Pulse Association, GFI co-hosted the [Pulse Protein Innovation Summit](#) that brought together growers, industry, and academic researchers to identify the most promising opportunities for the use of pulses in plant-based meat. Their efforts to bring good food technologies to food scientists were featured in an article in the peer-reviewed *Biochemical Engineering Journal*, another in the *Encyclopedia of Food Chemistry* (textbook for food scientists), and in a cover story for *Food Technology* (professional journal for the Institute of Food Technologists).

In order to move the best and brightest entrepreneurs and scientists into the plant-based and clean meat fields, GFI created and implemented fellowship and outreach programs at the top educational institutions for tissue engineering, food science, crop sciences, and entrepreneurship. Expanding their outreach, GFI launched their engagement with leading grocery stores, focusing on making plant-based options more accessible and ensuring that stores are widely promoting those options.



GFI completed the launch of their international engagement program, recruiting managing directors and building GFI's operations in India, Israel, and China. GFI's team continues to expand: They added 18 new [team members](#) in the first six months of this year. More details on their theory of change, program areas, and impact to date can be found in GFI's [2017 Year In Review](#).



The Humane League

\$227,132 Grant



McDonald's, which purchases 450 million chickens each year, is the single most influential food company in the world. That's why in March, The Humane League used nearly \$170,000 of their Recommended Charity Fund grant to launch their historic effort to reform McDonald's treatment of chickens, in partnership with other animal protection organizations. Their hard-hitting "[I'm not lovin' it](#)" campaign kicked off with eye-catching tactics like a full-page ad in *The New York Times*, projections that shine a light on the cruelty of McDonald's, and a giant traveling "UnHappy Meal" installation. A sad Ronald McDonald has appeared alongside powerful grassroots networks at demonstrations around the country, and the campaign continues to garner the attention of both the media and McDonald's executives.

This initiative is part of The Humane League's commitment to eliminating some of the most cruel practices in farming chickens for food. In the U.S., more than 10 billion animals are raised and killed on factory farms. More than 88% of these animals are chickens, and their lives and deaths are full of

cruelty and suffering. In order to drive progress for these chickens, The Humane League has secured commitments from more than 85 major food companies to eliminate some of the worst practices in their supply chains since launching their 88% Campaign in September 2016.

In the U.K., The Humane League invested the remaining \$57,000 in expanding its local office, which is now an independent entity and has a team of six people working to abolish the cruel confinement of egg-laying hens. The U.K. team has created landmark progress, including a [commitment from the largest producer in the country, Noble Foods](#). Not only will these commitments spare millions of animals from suffering, but they have created waves of change throughout Europe and have built a crucial base as The Humane League brings their broiler campaign abroad.



Albert Schweitzer Foundation

\$35,051 Grant

The Recommended Charity Fund grant put the Albert Schweitzer Foundation in a position to initiate and expand some major projects. They ensured both the financial and technical support for two very cost-intensive legal suits against selling live lobsters and against farrowing crates for mother pigs and piglets. For chickens, they launched their broiler campaign with the goal of setting a new minimum welfare standard through the widespread adoption of the European Broiler Ask. The team has already started conversations with over 80 food companies and has a promising pipeline of companies that are willing to make changes.

The Albert Schweitzer Foundation was also able to push the development of their team from Fundacja Alberta Schweitzera in Warsaw, Poland. This resulted in the launch of [Tydzień na Weganie](#), the Polish version of their website and online course, “Vegan Taste Week,” in April 2018.



Albert Schweitzer
Albert Schweitzer Stiftung
für unsere Mitwelt

Compassion in World Farming USA

\$35,051 Grant

Compassion USA's Food Business Team has made great strides in improving the welfare of chickens with the support from the Recommended Charity Fund grant. Recently, they have worked with Blue Apron, Sodexo Canada, and retailer PCC Community Markets to significantly improve chicken welfare. In coordination with their [Friendly Food Alliance](#) project which brings industry leaders together to find solutions to a more sustainable food and farming system, Compassion USA launched 25x25, calling for a 25% reduction of animals in supply chains by 2025.

Compassion in World Farming also joined an unprecedented coalition with five other animal welfare organizations to directly address McDonald's, after the food giant fell short on its claims about improving the welfare of chickens in its supply chains. The campaign against the industry

leader began with a *New York Times* ad, which was followed by a change.org petition that has garnered over 200,000 signatures. This campaign will be ongoing until McDonald's makes the necessary changes in chicken welfare.



Faunalytics

\$35,051 Grant

Faunalytics has completed the eleventh year of the animal advocacy movement's only longitudinal survey of attitudes and behavior regarding animals: [Animal Tracker 2018](#). The Recommended Charity Fund grant helped them conduct this year's survey, which covers topics like amount of discussion of animal issues, favorability of the cause, credibility of information sources, importance of animal welfare, and adequacy of laws protecting animals.

Additionally, Faunalytics invested in operational improvements to their accounting system and website. Their website will undergo major improvements to increase its usability, including formatting the library content to make the

information more quickly and easily understood and adding more personalization options.



L214

\$35,051 Grant

Thanks to this grant, L214 has continued its advocacy and action for laying hens. In May, a bill was proposed following the reflections from the EGalim (Ministry of Agriculture and Food). With 79 representatives bringing the amendment to ban the cage farming of laying hens that L214 proposed, it was a historic first in France, the leading egg producing country in the European Union. L214 managed to reach parliamentarians, even though the lobbies of intensive breeding prevented the adoption of the amendment in the National Assembly.

L214 released an undercover investigation narrated by French actress Sophie Marceau, which garnered the attention of parliamentarians, inspiring lengthy discussions about the welfare of caged egg-laying hens. L214 also remains active within the Open

Wing Alliance. They have successfully influenced 35 additional brands to commit to no longer using eggs from caged hens, including "L'Œuf de nos Villages," one of the main egg producers in France.



Open Cages

\$35,051 Grant

Open Cages has expanded their reach within Eastern Europe, exposing factory farming issues to the public. In May, they secured 2,841 media hits just in Poland, with an estimated reach of 9,601,931 people. They organized a conference in the Parliament of Poland about factory farming and started collaborations to slow expansion of poultry farms. Although the campaign on broiler welfare started recently, Open Cages has already discussed the introduction of Broiler Ask standards with the two largest retail chains in Poland. They have obtained cage-free policies from the largest restaurant chains in the area and identified key targets that will help speed up the cage-free campaign in the rest of the Eastern European countries.

Additionally, Open Cages is working to expand their institutional meat reduction programs. They presented plant-based opportunities at the two most trendsetting food industry events, convinced major food companies to introduce plant-based products, and presented on clean meat at the influential Meat Technology Symposium.



Nonhuman Rights Project

\$35,051 Grant

Thanks in part to the Recommended Charity Fund grant, the Nonhuman Rights Project (NhRP) has secured a historic [opinion](#) from a high court judge in New York—the first high court judge in the U.S. to discuss the merits of their claims—that recognizes the “manifest injustice” of depriving their chimpanzee clients of their liberty. Made possible by the persistence of the NhRP legal team, this opinion is likely to be seen as a milestone in the struggle to attain legal rights for nonhuman animals in New York and beyond, and they expect it will influence other judges to stop seeing nonhuman animals as mere things.

They also pressed forward with their first elephants’ rights case in Connecticut, most recently with a [second habeas corpus petition](#). So far this year, NhRP has secured 953 media mentions with a potential worldwide reach of 740 million people.



**NONHUMAN
RIGHTS PROJECT**

ProVeg

\$35,051 Grant

ProVeg has continued to recruit committed employees and specialists around the world to work towards their mission of reducing worldwide animal consumption, with a focus on their growing China program. China has the largest animal consumption in the world, and general awareness of the impacts of animal agriculture on human health, environmental issues, animal welfare, and food justice is low. ProVeg has succeeded in forming relationships with many companies and government officials who are eager to learn more about how reducing animal consumption can help them do good while reaching their own goals. In May, ProVeg hosted their first official event at BIOFACH in Shanghai, making a strong case for market

opportunities in plant-based foods to an audience of Chinese companies. Additionally, ProVeg hired a Communications Manager and Program Coordinator for China, plus several interns who are helping with research on how to best apply ProVeg's approach in China.



Vegan Outreach

\$35,051 Grant

Vegan Outreach hosted their first-ever virtual reality tour of 43 colleges in 13 states throughout the Northeastern United States. In the spring, they showed Animal Equality's iAnimal videos to 9,236 students. After seeing the powerful impact the videos had on students, Vegan Outreach purchased more virtual reality outreach equipment and invested in additional outreach opportunities at festivals.

They also hired a Research and Assessment Specialist who will oversee studies measuring effectiveness in order to refine their strategies to do the most good for animals.

